

U. S. TIRE COMPANY HAS NEW TRUCK TIRE

Makes Notable Contribution
to Group of Truck Solids
for Business.

By C. E. WHIDDEN,
United States Tire Company.

After a long period of experimentation a new solid truck tire embodying two entirely new principles of construction is now being placed on the market by the United States Tire Company.

The two new principles embodied in the manufacture of this tire are so radically different from all other existing methods of manufacture that they are attracting close attention from tire engineers. Many improvements in solid tire manufacture have been made since the advent of the motor truck, but for none of them have the broad claims been made which are made for this new tire.

One of the claims made is that a method has been discovered of eliminating the "grain" in the rubber and thus greatly reducing splitting and cracking, one of the chief causes of trouble in solid tires. The other is that a long step forward has been made in solving the problem of preventing tires from separating from the tire bands.

With regard to this second claim it is pointed out that it has been the custom until now to fasten the rubber tire to the steel base by means of dovetailed grooves in the steel band. This union was mechanical and served the purpose of holding the rubber on the band with a varying degree of success.

The United States Tire Company's laboratories have discovered a new process which enables them to form a chemical union between the steel and rubber and at last are able to announce that rubber can be vulcanized to steel in the manner developed by their chemists. This feature will practically eliminate the danger of the tire separating from the steel band.

The other important improvement embodied in the new tire relates to the rubber itself and is the result of long study of rubber and rubber compounds.

Every one is familiar with the fact that many materials possess a marked grain. This has been noticed particularly in wood and in some rock formations, but it has not been generally known that it is also a characteristic of rubber. Rubber has a grain of spiral formation which, while invisible, is nevertheless present. When the rubber tire with this grain is affected by overloading or rough usage, it will chip or crack in the sides or wearing surfaces.

The cavities formed as a result of this condition are usually rounded in contour and follow the grain of the stock just as wood will always split along the grain and as rock formations split on the exposed surface along the various strata. The stratification in solid tires is almost universally of double spiral form and is caused by the mechanical working to which the rubber stock is subjected in the process of manufacture.

The development of this tire is another important contribution by the United States Tire Company to the progress of the motor truck industry. During the past decade this industry has gone forward with giant strides, but its success has depended to a large extent upon the ability of the manufacturers to meet the demands due to changed conditions. In the early days of the motor truck, these vehicles were built to carry light loads and it was a comparatively easy matter for tire manufacturers to furnish adequate tires, but the size of trucks and the weight of loads has increased rapidly, until today tire manufacturers are required to furnish tires capable of standing up under loads of seven or eight tons. The laboratories of the United States Tire Company have, in perfecting this new tire, again cooperated with truck manufacturers to bring the whole industry to a new level of efficiency.

The new tire has been thoroughly tested by the company in accordance with its fixed plan to place nothing new on the market until it has met the most rigid tests.

The Basis of a Delivery System.
It is an axiom among truck operators that the zone is the basis of the delivery system. If the zones are correctly laid out the system will probably be a success in other respects. This is something the new truck operator should ponder deeply.

GIVE MOTOR TRUCK A DECENT CHANCE

Its Life Will Be Prolonged if
It Has the Proper
Care.

Give your motor truck a chance to live through a long life. Don't drive it to destruction and the scrap heap. Inspect it occasionally, keep it well oiled and tight—ten up loose joints. Some timely advice is offered by the B. F. Goodrich Rubber Company, who have instituted a national educational campaign on motor truck operation.

Getting the maximum value from a truck is largely a matter of maintenance versus depreciation. The life of a motor truck may be prolonged surprisingly with proper care. Obviously the quality of the truck must be considered—its construction—also the character of the work it is called on to perform and the manner in which it is handled.

The motor truck must encounter ridges and depressions of road surface, edges of tracks, car tracks and scores of other obstructions. It converts these shocks, together with the throbbing of its engine, into a ceaseless vibration which shakes every part of its mechanism from the radiator to the tail light. The different units of the truck with their various pipes, rods, gears, wires, valves and pumps must be attached by bolts, bands, screws, stays and supports, all of which must be kept tight and in perfect alignment at all times.

The operator must catch a squeak while it is a squeak. He must remove the cause of trouble before it has developed into a serious ailment. Inspection is the basis of truck maintenance. In the big majority of cases mechanical ailments spring up and develop into serious troubles before they come to the attention of the operator. In truck maintenance the work of repairing, replacing or adjusting the parts is secondary to the inspection which discovers what parts are in need of attention.

The first step in the constant search for mechanical troubles is to question the driver. He is operating the truck under all conditions of stress and strain and symptoms of troubles come to light on the road which might remain hidden during the inspection in the garage. The most satisfactory way of obtaining this information from the driver is by setting aside a space on the daily report card for this purpose. The driver's report furnishes the clue for a thorough inspection at the garage. The owner of a fleet of trucks may employ one or more skilled mechanics and set aside a day for each truck's inspection. This inspection should be as frequent as once a month, but many fleet owners have their trucks thoroughly inspected twice a month.

Just as the physician determines from the pulse, the tongue, the eye and the breathing, the condition of the patient, the mechanic diagnoses the condition of the motor truck from squeaks, knocks, hisses and pounds.

It is the general opinion among large motor truck operators that the yearly overhaul is unnecessary and useless if the truck has been given rigid inspections at intervals of every few weeks. The only case where an overhaul is advisable is when the owner must rely on his driver for maintenance and has no expert mechanic to inspect his truck regularly.

USE BRAKES CAREFULLY.
"Motorists should be more careful with brake mechanism. Sometimes when I see the careless manner in which some drivers use their brakes on cars and trucks, both large and small, I cannot help but feel for the machine," remarked James J. Hunt, general manager of the B. F. Goodrich Rubber Company of New York, last week.

"Some people seem to think that brakes are on the car to play with rather than for their specific purpose. How often you see a fellow approach a traffic obstruction full tilt and then within a few feet it slams on the brakes for a sudden stop instead of throttling and slowing the car down gradually. He may believe that the slanting style is getting him there faster, but such is not the case. The driver who uses his head makes better progress. Not only does overworking the brakes wear out the linings, but it racks the entire transmission and ties the tire tread."

Like its performance overseas during the war, the Splittorf magneto showed its fitness and reliability by giving perfect ignition service on five planes which had a percentage of over 80. These were: Schroeder, VE-7, 107.8 per cent.; Depew, JN-4, 106 per cent.; Chandler, JN-4, 99.8 per cent.; Taylor, JN-4, 96.8 per cent.; Jones, JN-4, 82.3 per cent.

Eight other planes which competed were equipped with Splittorf aero magnetos.

Followers of flying are still talking about the remarkable performance of the winner of second place and a prize of \$1,500. C. S. Jones drove a JN-4 that was originally a Splittorf service plane and was giving useful assistance to those pilots who needed it. This plane, shown in the accompanying photograph, was a sort of general service plane and was used for flying from place to place during the contest, helping the other fliers get ready for the start. Since the

rules allowed it and there was sufficient time, Jones decided to enter also because his work of assistance had been finished. The other four planes to capture money prizes also were fitted with Aero magnetos. In its statement after the race, the Flying Club paid a remarkable tribute to the wonderful performance of the Splittorf magneto, saying: "Much has been learned from the recent competitions, but having demonstrated the fitness, reliability and safety of aircraft for high speed long distance travel, the contest officials announce that plans for a more spectacular race are being formulated."

It is significant that the actual and nominal winners of the recent Toronto-seven of the prize winners depended solely upon the magneto for their excellent performance. Major Schroeder, New York airplane race pilot, planes fitted with magnetos, and six out of who piloted a VE-7 equipped with an Aero magneto, received a rating of 107.8 per cent, and was the actual winner of the contest, though army rules did not permit of his accepting a money prize. However, R. H. Depew, in a Curtiss JN-4, also Aero magneto equipped, was the nominal winner which carried a prize of \$2,500. Second place went to a Splittorf service plane.

Followers of flying are still talking about the remarkable performance of the winner of second place and a prize of \$1,500. C. S. Jones drove a JN-4 that was originally a Splittorf service plane and was giving useful assistance to those pilots who needed it. This plane, shown in the accompanying photograph, was a sort of general service plane and was used for flying from place to place during the contest, helping the other fliers get ready for the start. Since the

Pershing's Motorized Field Artillery.

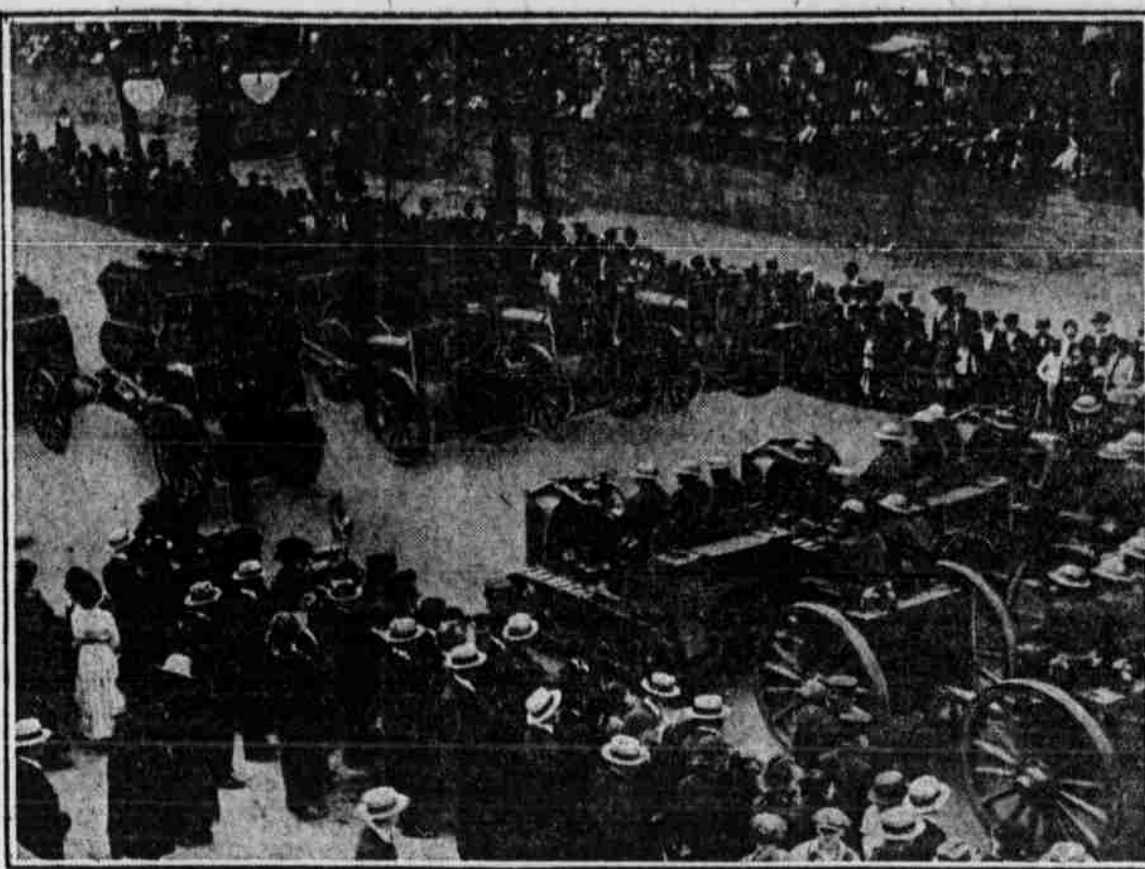


Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

Photo by Keystone View Co.
It was a grand day for the automobile and motor things generally when General Pershing led his crack soldiers down Fifth Avenue. Officers rode in automobiles and gun crews rode on trailers that hauled the field pieces. Yes, there was considerable noise.

STOP THE CAR THIEVES.

Larson Urges Support of a New Law.

Motorists throughout the country should render every possible support to the measure of Representative Cleveland A. Newton of Missouri, designed to help check automobile thieves. The bill would make it a Federal offense to steal a car in one State and drive it into another.

C. H. Larson, president of the New York Oldsmobile Company, points out that existing law makes the State in which a car is stolen powerless to summon as witnesses the persons to whom the car is sold if those persons live in another State. Mr. Larson says that the Newton bill has been endorsed by the National Automobile Dealers Association.

"This legislation," Mr. Larson says, "should receive the hearty assistance of every automobile owner in the United States. The motorist who thinks that he has not felt the hand of the despicable car thief merely because his own machine has escaped the fate that has befallen thousands this year is laboring under a great delusion."

"The theft of the other fellow's car and the resultant failure to recover it in one case out of three has been responsible for a tremendous increase in theft insurance from coast to coast. "Every man who owns an automobile is helping pay for the machine that has been stolen; and it is noteworthy that the biggest boost in the automobile insurance rates have been made in the so-called 'popular priced' class."

"Authoritative statistics for this city are not available at the moment, but in the West it is costing anywhere from twice as much to fifteen times as much to insure a car to-day as it did only four years ago. Let's do everything we can to defeat the thief."

COLT-STRAITON SCHOOL.

The Colt-Straiton Company courses of automobile instruction teaches the student to understand each part of the motor car, its functions, care and relation to the complete unit. In the past women have found this course greatly beneficial and their enrollment for any one of the classes is considered essential. Special lectures are to be given on traffic regulations, the automobile electrical system and on tires. The course starts Monday, October 4. There are three classes, each meeting twice a week.
Class A—Mondays and Wednesdays from 4 to 6 P. M.
Class B—Tuesdays and Thursdays from 4 to 6 P. M.
Class C—Mondays and Wednesdays from 8 to 10 P. M.
A nominal tuition fee of \$10 is made payable in advance. Registrations may be made by communicating with the Colt-Straiton Company at 109 West 44th street, telephone Columbus 7150.

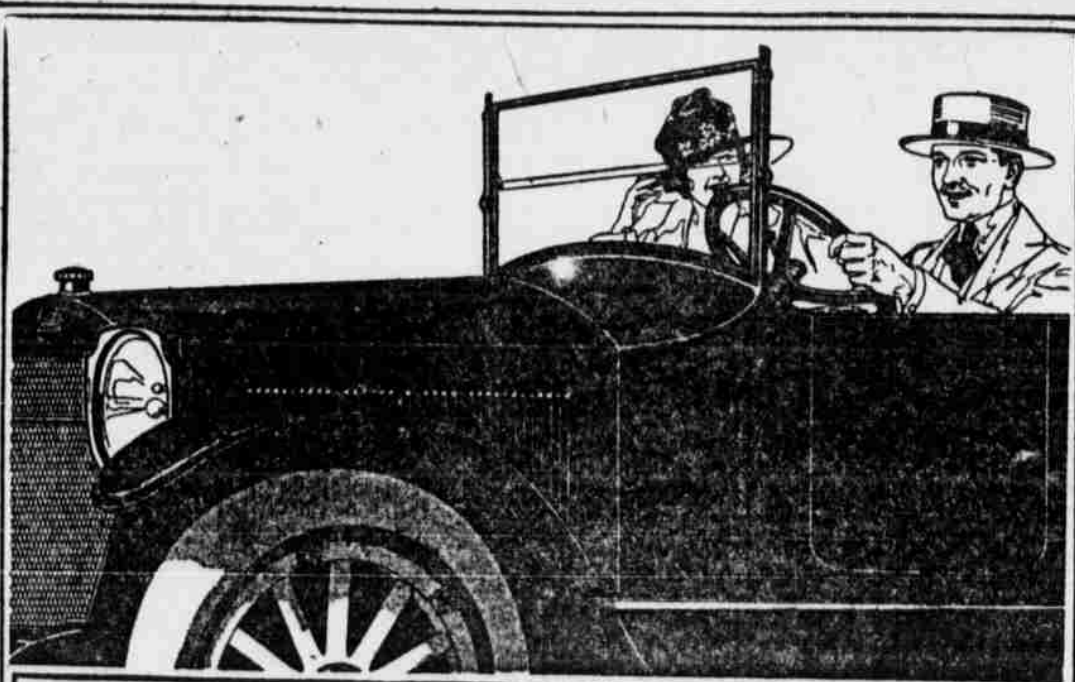
Installing Ford Bushing.

To insert a bushing in the starting crank assembly of the Ford car, push the bushing in as far as it will go by hand and then pushing a bolt through from the front end, with a washer to catch the front of the crankcase front bearing. A nut and washer being placed on the other end, it is now possible to draw the bushing into place by screwing down on the nut.

Latest Stearns-Knight Coupe.



Manager Booker of the local Stearns-Knight organization at 61st street and Central Park West has some closed models for immediate delivery.



IT IS true that the sheer beauty of the Liberty has taken the style centres of the country by storm.

But Liberty success is infinitely more than a fashionable vogue, because it is built on performance, even more than beauty of design.

New York is no more enthusiastic over the graceful lines of the Liberty than the wonderful smoothness of its performance.

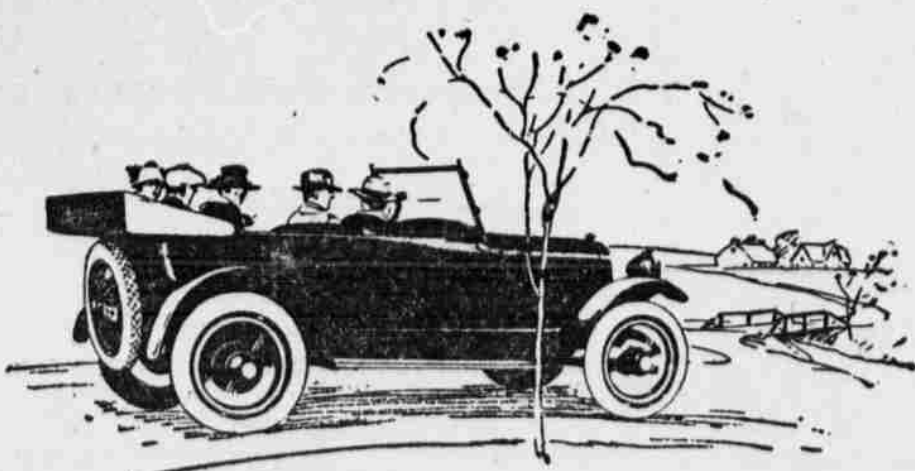
And New York is no more enthusiastic over either, or both, than the rest of the country.

If you will give us the opportunity to show you how the Liberty rides and drives, you will see that the wonderful things which have been said of it are not one bit overdrawn.

E. S. PARTRIDGE AND CO., INC.

1826-1828 Broadway at 60th Street
Telephone Columbus 7332

LIBERTY SIX



PAIGE

The Most Beautiful Car in America

Values

The measure of value in an automobile is the service and comfort it provides.

On that basis we offer the Paige five-passenger Linwood as the best value for all-around family use that the market affords.

It is a thoroughly "sensible" car from the standpoint of both first cost and operating expense.

PAIGE-DETROIT MOTOR CAR CO., DETROIT, MICHIGAN

PAIGE-DETROIT CO. OF N. Y., Inc.

1886 Broadway, Phone Columbus 6720.

50,000 Dealers Sell Goodrich Tires

The Army of Goodrich Dealers, ready to furnish the User with Goodrich Tires wherever he is, or wherever he goes, means many significant things to him—above other things, a wide-spread, popular approval of Goodrich Tires.

But first it means that 50,000 dealers, more than half in the country, have confidence in Goodrich and Goodrich Tires; that 50,000 men whose business it is to know tires, believe in the skill and sincerity of Goodrich tire making, and the certainty of Goodrich tires making good in actual road performance.

A dealer knows he can sell any tire once. But he also knows he must—to succeed—have tires, like Goodrich, which resell themselves on service delivered to the user.

Furthermore, the Dealer like the User, is safeguarded by the frank open-handed certification of Goodrich's More-Mileage Adjustment—6,000 Miles for Fabric Tires—8,000 miles for Silvertown Cords.

The Goodrich Certification measures out—as everything else you buy is measured out—the minimum you, with proper usage, get from Goodrich Tires.

Finally, 50,000 Dealers enlisted to furnish America with Goodrich Tires because they were first to know what the whole motoring world now knows and says, "Goodrich has THE TIRE."

Buy Goodrich Tires from a Dealer

ADJUSTMENT

Fabrics	- - -	6,000 miles
Silvertown Cords	- - -	8,000 miles

GOODRICH TIRES

"BEST IN THE LONG RUN"

